



WXYZ

ORDER

Print Date 08/30/12 Page 1 of 3

Flight Dates 09/03/12-09/09/12

WXYZ DETROIT			<u>Order Sep</u>	00:20:00
<u>Contract / Revision</u>	302813	<u>/</u>	<u>Product</u>	Estimate #
<u>Original Date / Revision</u>	06/26/12	08/30/12	<u>Agency Com</u>	15%
			<u>Billing Contact</u>	<u>Billing Type</u>
<u>Advertiser</u>	The People Should Decide C		<u>Order Type</u>	GENERAL
	814 King Street - Suite 400 Alexandria, VA 22314-3039		<u>Billing Cycle</u>	EOM/EOC
<u>Agency</u>	Smart Media Group		<u>Billing Calendar</u>	BROADCAST
<u>Buying Contact</u>			<u>Demographic</u>	A25-54
814 King Street - Suite 400 Alexandria, VA 22314-3039	<u>Sales Office</u>	EWSDC	<u>Rev Codes</u>	POL
	<u>Sales Region</u>	NAT	<u>Product Codes</u>	PL
			<u>Priority</u>	P-1
			<u>Advertiser Ref</u>	
				<u>ISS Ballot</u>

Primary Account Executive

[Privacy Statement](#)

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share %	Market Value	
Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

Order Totals					Billing Plan				
Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	55	\$34,871.25	\$41,025.00	0.00	08/27/12	09/09/12	55	\$34,871.25	\$41,025.00
Totals	55	\$34,871.25	\$41,025.00	0.00					



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Contract / Revision

302813

Flight Dates 09/03/12-09/09/12

Hiatus Dates

Original Date / Revision 06/26/12/ 08/30/12

Order Sep 00:20:00

Advertiser The People Should Decide Product The People Should Decide | Estimate # 903909

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WXYZ	09/03/12	09/06/12	12p Noon News 12n-1p	CM	12-1pm M-F	11- 1---	:30	3	\$450.00	P-4	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	11- 1---		3	\$450.00			0.00					
N 4	WXYZ	09/04/12	09/06/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	- 111---	:30	3	\$700.00	P-4	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	- 111---		3	\$700.00			0.00					
N 5	WXYZ	09/03/12	09/07/12	5am News M-F 5am News M-F	CM	5-6am M-F	11111--	:30	5	\$350.00	P-4	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	11111--		5	\$350.00			0.00					
N 6	WXYZ	09/03/12	09/07/12	6am News M-F Action News 6am	CM	6-7am M-F	11111--	:30	5	\$650.00	P-4	0.00	NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	11111--		5	\$650.00			0.00					
N 7	WXYZ	09/03/12	09/07/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	11111--	:30	5	\$650.00	P-4	0.00	NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	11111--		5	\$650.00			0.00					
N 8	WXYZ	09/08/12	09/08/12	Action News SAT 6am Action News SAT 6am	CM	SAT 6-7am	-----S-	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S-		1	\$250.00			0.00					
N 9	WXYZ	09/08/12	09/08/12	GMA SAT 7-8am GMA SAT 7-8am	CM	SAT 7-8am	-----S-	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S-		1	\$350.00			0.00					
N 10	WXYZ	09/08/12	09/08/12	Action News SAT 8am Action News SAT 8am	CM	SAT 8-9am	-----S-	:30	1	\$300.00	P-4	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S-		1	\$300.00			0.00					
N 11	WXYZ	09/09/12	09/09/12	Action News SUN 6am Action News SUN 6am	CM	SUN 6-7am	-----S	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S		1	\$250.00			0.00					
N 12	WXYZ	09/09/12	09/09/12	GMA SUN 7-8am GMA SUN 7-8am	CM	SUN 7-8am	-----S	:30	1	\$325.00	P-4	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S		1	\$325.00			0.00					
N 13	WXYZ	09/09/12	09/09/12	Action News SUN 8am Action News SUN 8am	CM	Sun 8-930am	-----S	:30	1	\$300.00	P-4	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S		1	\$300.00			0.00					
N 14	WXYZ	09/03/12	09/06/12	5p News 5-6pm M-F	CM	5-6pm M-F	11- 1---	:30	3	\$800.00	P-4	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	11- 1---		3	\$800.00			0.00					
N 15	WXYZ	09/03/12	09/05/12	6p News 6-630pm M-F	CM	6-630pm M-F	111----	:30	3	\$900.00	P-4	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/05/12	111----		3	\$900.00			0.00					



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Contract / Revision**302813**Flight Dates**09/03/12-09/09/12**Hiatus DatesOriginal Date / Revision 06/26/12/ 08/30/12Order Sep 00:20:00Advertiser **The People Should Decide** Product **The People Should Decide** | Estimate # **903909**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
N15	WXYZ	09/03/12	09/05/12	6p News 6-630pm M-F	CM	6-630pm M-F	111----	:30	3	\$900.00	P-4	0.00	NM	3	\$2,700.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/03/12	09/09/12	111----		3	\$900.00			0.00						
N16	WXYZ	09/04/12	09/07/12	7p News M-F 7-730p	CM	7-730pm M-F	- 1- 11--	:30	3	\$900.00	P-4	0.00	NM	3	\$2,700.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/03/12	09/09/12	- 1- 11--		3	\$900.00			0.00						
N17	WXYZ	09/09/12	09/09/12	Early News Su Su 6-630p	CM	6-630pm Sun	-----S	:30	1	\$700.00	P-4	0.00	NM	1	\$700.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/03/12	09/09/12	-----S		1	\$700.00			0.00						
N18	WXYZ	09/04/12	09/05/12	M-F 1205a-105a Jimmy Kimmel Live	CM	1205am-105am M-	11----	:30	2	\$225.00	P-4	0.00	NM	2	\$450.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/03/12	09/09/12	- 11----		2	\$225.00			0.00						
N19	WXYZ	09/09/12	09/09/12	Sports Update 1130-12n SU 1130p-12a	CM	1130pm-12am	-----S	:30	1	\$500.00	P-4	0.00	NM	1	\$500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/03/12	09/09/12	-----S		1	\$500.00			0.00						
N21	WXYZ	09/03/12	09/07/12	M-F 1135p-1205a Nightline	CM	1135pm-1205am M	11111--	:30	5	\$700.00	P-4	0.00	NM	5	\$3,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/03/12	09/09/12	11111--		5	\$700.00			0.00						
N22	WXYZ	09/04/12	09/06/12	Access M-F 730-8pm M-F 730-8pm	CM	730-8pm M-F	- 1- 1---	:30	2	\$1,400.00	P-4	0.00	NM	2	\$2,800.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/03/12	09/09/12	- 1- 1---		2	\$1,400.00			0.00						
N29	WXYZ	09/08/12	09/08/12	ABC College Ftbal 330-7pm Mich vs. Air Force	CM	330-7pm	-----S-	:30	1	\$8,000.00	FX	0.00	NM	1	\$8,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/03/12	09/09/12	-----S-		1	\$8,000.00			0.00						
Totals														55	\$41,025.00	